



WXYZ

ORDER

Print Date 10/26/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision **306462 /**

Original Date / Revision
07/31/12 10/24/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

Care for MI-Q4 Issue-10/30-11/6

Agency Com 15%

Billing Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **1088**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 100% Market Value 111800

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	81	\$95,030.00	\$111,800.00	0.00	10/29/12	11/06/12	81	\$95,030.00	\$111,800.00
Totals	81	\$95,030.00	\$111,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/30/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	-----	:30	0	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	- 1111--		4		\$400.00		0.00					
		Week: 11/05/12	11/11/12	11-----		2		\$400.00		0.00					
N 2	WXYZ	10/30/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	-----	:30	0	\$900.00	P-3	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	- 1111--		4		\$900.00		0.00					
		Week: 11/05/12	11/11/12	11-----		2		\$900.00		0.00					
N 3	WXYZ	10/30/12	11/06/12	GMA M-F 7-9am	CM	7-9am M-F	-----	:30	0	\$900.00	P-3	0.00	NM	6	\$5,400.00



WXYZ

Print Date: 10/26/12

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Contract / Revision **306462** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 10/24/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**

Product **Care for MI-Q4 Issue-10/30-** Estimate # **1088**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$900.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$900.00		0.00			
N 4	WXYZ	10/30/12	11/06/12	Action News SUN 8am	CM	Sun 8-930am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$350.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 5	WXYZ	10/30/12	11/06/12	12p Noon News	CM	12-1pm M-F	-----	:30	0	\$500.00	P-4	0.00	NM	5	\$2,500.00
				12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$500.00		0.00			
N 6	WXYZ	10/30/12	11/06/12	M-F 4-5pm	CM	4-5pm M-F	-----	:30	0	\$900.00	P-1	0.00	NM	5	\$4,500.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$900.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$900.00		0.00			
N 7	WXYZ	10/30/12	11/06/12	5p News	CM	5-6pm M-F	-----	:30	0	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
				5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,000.00		0.00			
N 8	WXYZ	10/30/12	11/06/12	6p News	CM	6-630pm M-F	-----	:30	0	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
				6-630pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N 9	WXYZ	10/30/12	11/06/12	7p News	CM	7-730pm M-F	-----	:30	0	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
				M-F 7-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N 10	WXYZ	10/30/12	11/06/12	Early News Su	CM	6-630pm Sun	-----	:30	0	\$750.00	P-4	0.00	NM	1	\$750.00
				Su 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$750.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 11	WXYZ	10/30/12	11/06/12	Access M-F 730-8pm	CM	730-8pm M-F	-----	:30	0	\$1,800.00	P-4	0.00	NM	5	\$9,000.00
				Ent Tonight											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,800.00		0.00			
N 12	WXYZ	10/30/12	11/06/12	MO 8-10pm Dancing	CM	8-10p	-----	:30	0	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				MO 8-10pm Dancing											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$10,000.00		0.00			
N 13	WXYZ	10/30/12	11/06/12	Monday Prime C	CM	10-11pm Monday	-----	:30	0	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
				Castle											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			



WXYZ

Print Date: 10/26/12

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Contract / Revision **306462** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 10/24/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**

Product **Care for MI-Q4 Issue-10/30-** Estimate # **1088**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N13	WXYZ	10/30/12	11/06/12	Monday Prime C Castle	CM	10-11pm Monday	-----	:30	0	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$5,000.00		0.00			
N14	WXYZ	10/30/12	11/06/12	Friday Prime C 20/20	CM	10-11pm Friday	-----	:30	0	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$4,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N15	WXYZ	10/30/12	11/06/12	Late News M-Su 11pm Action News Update	CM	11-1135pm M-Sun	-----	:30	0	\$2,000.00	P-4	0.00	NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-111111					6	\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WXYZ	10/29/12-11/04/12		Late News M-Su		11-1135pm M-Su	-TWThFSaSu	:30		(\$2,000.00)		0.00	NM		
See MG 15.8															
[news is at 1130pm on Saturday, 11/3]															
8	WXYZ	11/03/12-11/03/12		Late News M-Su		11-1135pm M-Su	11:30 PM-12:00-----Sa--	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 15.5 11/03															
Week:		11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
N17	WXYZ	10/30/12	11/06/12	Wednesday Prime C Nashville	CM	10-11pm Wednesday	-----	:30	0	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$5,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N18	WXYZ	10/30/12	11/06/12	Thursday Prime A Last Resort	CM	8-9pm Thursday	-----	:30	0	\$4,000.00	P-3	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$4,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/29/12-11/04/12		Thursday Prime A		8-9pm Thursday	---Th-----	:30		(\$4,000.00)		0.00	NM		
See MG 18.2															
[8-11pm is CMA Awards]															
2	WXYZ	11/01/12-11/01/12		CMA Awards		8-11pm	---Th-----	:30		\$6,500.00		0.00	NM		
Ⓜ MG for 18.1 11/01															
Week:		11/05/12	11/11/12	-----					0	\$4,000.00		0.00			
N19	WXYZ	10/30/12	11/06/12	ABC Saturday Night Foot ABC's Saturday Night Foot	CM	SA 8pm-1130pm	-----	:30	0	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$3,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N20	WXYZ	10/30/12	11/06/12	Sunday Prime B Once Upon a Time	CM	8-9pm Sunday	-----	:30	0	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$6,000.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N21	WXYZ	10/30/12	11/06/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----	:30	0	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$550.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N22	WXYZ	10/30/12	11/06/12		CM	SAT 7-8am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				GMA SAT 7-8am											
				GMA SAT 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-			1			\$350.00			0.00		
Week:		11/05/12	11/11/12	-----			0			\$0.00			0.00		
N23	WXYZ	10/30/12	11/06/12	Action News SAT 8am	CM	SAT 8-9am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
				Action News SAT 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-			1			\$350.00			0.00		
Week:		11/05/12	11/11/12	-----			0			\$0.00			0.00		
N24	WXYZ	10/30/12	11/06/12	M-F 9a-10a	CM	9-10am M-F	-----	:30	0	\$500.00	P-4	0.00	NM	5	\$2,500.00
				Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-1111--			4			\$500.00			0.00		
Week:		11/05/12	11/11/12	1-----			1			\$500.00			0.00		
N25	WXYZ	10/30/12	11/06/12	M-F 10a-11a	CM	10-11am M-F	-----	:30	0	\$400.00	P-4	0.00	NM	5	\$2,000.00
				Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-1111--			4			\$400.00			0.00		
Week:		11/05/12	11/11/12	1-----			1			\$400.00			0.00		
N27	WXYZ	10/30/12	11/06/12	Thursday Prime C	CM	10-11pm Thursday-	-----	:30	0	\$5,000.00	P-3	0.00	NM	0	\$0.00
				Thursday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---			1			\$5,000.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/29/12-11/04/12		Thursday Prime C		10-11pm Thursda	---Th----	:30		(\$5,000.00)		0.00	NM		
				Credited											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		11/05/12	11/11/12	-----			0			\$0.00			0.00		
N28	WXYZ	10/30/12	11/02/12	M-F 1135p-1205a	CM	1135pm-1205am N-	TWTF--	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-TWTF--			2			\$1,500.00			0.00		
N29	WXYZ	10/30/12	11/02/12	M-F 11a-12n	CM	11am-12pm M-F	-TWTF--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
				M-F 11a-12n											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-TWTF--			1			\$1,500.00			0.00		
N30	WXYZ	10/30/12	11/02/12	M-F 1205a-105a	CM	1205am-105am M-	TWTF--	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
				Jimmy Kimmel Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-TWTF--			1			\$750.00			0.00		
Totals													81	\$111,800.00	